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reducing a signal level of a broadcast channel associated with said cells to be turned off causing subscriber units located in said cells to initiate a hand-off to adjacent cells; and

turning off said cells after said subscriber units transfer to said adjacent cells. 5

14. A method of operating a subscriber unit that communicates with a cellular communication system on traffic channels and is responsive to signal levels of a broadcast channel wherein said subscriber unit is encouraged to seek communication services from a neighboring cell of said cellular communication system, said system predicting demand for said communication services and reducing said signal level of said broadcast channel in response to increases in said demand, said method comprising the steps of: 10

monitoring, by said subscriber unit, said signal level of said broadcast channel associated with a cell in which said subscriber unit is located, said signal level controlled by said communication system and determined in part by said demand for communication services within said cell; and 20

said subscriber unit initiating a hand-off request to said neighboring cell in response to decreases in said signal level. 25

15. A method as claimed in claim 14, further comprising the steps of:

receiving by said subscriber unit from said cellular communication system, a list of candidate hand-off cells, said list including broadcast channel frequencies associated with said candidate handoff cells, said neighboring cell being one of said candidate hand-off cells; and said subscriber unit monitoring said signal level of at least some of said broadcast channels associated with said candidate hand-off cells, wherein said subscriber unit initiates a hand-off request to one of said candidate hand-off cells having a highest broadcast channel signal level. 30 35

16. A method as claimed in claim 14, further comprising the steps of: 40

communicating by said subscriber unit on one of said traffic channels associated with said cell;

after said initiating step, communicating by said subscriber unit on a one of said traffic channels associated with said neighboring cell, said traffic channel for two-way communication within said neighboring cell; and 45

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monitoring a second broadcast channel signal level associated with said neighboring cell,

wherein said subscriber unit performs the monitoring and initiating steps while communicating on said traffic channel associated with said cell.

17. A cellular communication system having a plurality of cells, each cell having a broadcast channel and a traffic channel associated therewith, said traffic channel for two-way communication with a subscriber unit that is responsive to a signal level of said broadcast channel, said system comprising:

an antenna associated with one of said cells for transmitting said broadcast channel and said traffic channel;

a multi-channel transceiver coupled to said antenna; and

a processor coupled to said transceiver, wherein said processor measures a real-time demand for communication services within said one cell and instructs said transceiver to change said signal level of said broadcast channel in response to said demand,

wherein said subscriber unit initiates a hand-off request to an adjacent cell in response to reduced broadcast channel signal levels.

18. A cellular communication system as claimed in claim 17 wherein said cellular communication system includes means for predicting a demand for said communication services at a future time, said system further comprising a storage medium for storing parameters related to said predicted demand, and wherein said processor instructs said transceiver to adjust said signal level at said future time.

19. A cellular communication system as claimed in claim 17, wherein said processor includes means for instructing said transceiver to decrease said signal level when said real-time demand exceeds a predetermined amount, said subscriber unit initiating a hand-off request to another cell in response to said decreased signal level of said signal level of said broadcast channel.

20. A cellular communication system as claimed in claim 19, wherein said cellular communication system includes means for monitoring said real-time demand for said communication services in adjacent cells of said plurality, and wherein said processor includes means for instructing said transceiver to increase said signal level of said broadcast channel in said adjacent cells, said subscriber unit initiating a handoff to one of said adjacent cells in response to the increase in said signal level of said broadcast channel in said one adjacent cell.

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